HORSE RACING HANDICAPPING SYSTEM SUBSCRIBERS AND RESPONDERS | POSTAL AND EMAIL

082A

List Broker Discount 25% - More Information

63,852	Horse Racing Handicapping System Subscribers	$105.00/M
30,075	Opt-In Email Addresses	$145.00/M

TITLE

Horse Racing Handicapping System Subscribers and Responders

DESCRIPTION

Horse Racing enthusiasts who have purchased or requested information on different types of wagering and touting systems which would yield better results on horse handicapping.
Horse handicapping system purchases or inquries of books, programs, recommendations, etc. within the 12 last months.

PROFILE

Average Age:	52
Average Income:	$90,000.00
Average Net Worth:	$200,000.00

SOURCES

Casinos
Race Tracks
Subscriptions
Direct Mail
Opt-In Email
Questionnaires
Gaming Institutions
Mail Order Houses
Gambling Clubs
Proprietary Sources

Guaranteed 95% Deliverable | MINIMUM ORDER: 5,000 RECORDS
Updated Quarterly

Delivery: Within 24 Hours
Shipping & Handling: $25.00 Flat Rate

DMA Direct Marketing Association Member

data owner:

ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

Updated
Quarterly

UNIT OF SALE
$100.00 AVERAGE

GENDER
98% MALE
2% FEMALE

SOURCES
DIRECT RESPONSE
DIRECT MAIL
OPT-IN EMAIL

ADDRESSING
4 - UP CHESHIRE
P.S. LABELS
3 1/2 DISKETTE
CD ROM
E - MAIL / FTP
EMAIL - DEPLOYMENT
EMAIL - PERSONALIZATION

SELECTIONS

AGE	N/C
INCOME SELECT	N/C
PHONE NUMBER	$20.00/M
ZIP/SCF/COUNTY/STATE	$7.00/M
P.S. LABELS	$10.00/M
3 X 5 INDEX CARDS	$35.00/M
3 1/2 DISKETTE	$50.00/F
CD ROM	$50.00/F
E - MAIL / FTP	$50.00/F

ADDITIONAL SELECTIONS

NET WORTH	$10.00/M
GENDER	$5.00/M
KEY CODING	$5.00/M
CARRIER RT. SORT.	$10.00/M
BAR CODING	$10.00/M
EMAIL - DEPLOYMENT	$25.00/M
EMAIL - PERSONALIZATION	$25.00/M

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